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### (54) Method and system for subscriber-configurable communications service

(57) A method and system for providing configurable data services for mobile stations allows mobile stations to select the type and content of data messages addressed to a mobile station. The method includes establishing an active profile associated with a corresponding mobile station. A wireless data server receives a data message addressed to the mobile station. The active profile for the mobile station is accessed to determine applicable stored profile attributes for the mobile

station to which the received data message is addressed. The wireless data server detects received profile attributes associated with the received data message. Filtering is applied to the received data message in real-time based on a comparison between the detected profile attributes and the stored profile attributes. The detected profile attributes are readily standardized in accordance with standards followed by the content service provider in order to gain access to the mobile service subscribers.

FIG. 1

